FOCUS Facts

NORTHWESTERN COLLEGE
ST. PAUL, MINNESOTA

ADULT EDUCATION YOU CAN HAVE FAITH IN.

COMMUNICATION STUDIES

The Bachelor of Science in Communication Studies builds a strong foundation of communication knowledge and practice to become a more effective communicator in the workplace, home and community. FOCUS graduates have the essential communication skills to excel in a variety of positions.

Program Cost

Academic year
2012-2013
Tuition: $400 per credit
Books: $1,500 (est.)

General Education Requirements (31 credits)

English Composition	4
Research Writing	2
Speech	3
Humanities (2 areas)	6
Math	4
Science	4
Social Science (2 areas)	8

Electives (46 credits)

Talk to your FOCUS admission counselor about these options for earning elective credit:

- DSST/CLEP
- Distance education
- Additional college courses
- Vocational or technical credits
- Prior learning essays
- Military training
- Internships

Communication Studies Coursework (48 credits)

CMN4013	Concepts of Communication	3
CMN4015	Communication Theory and Practice	4
CMN4017	Group Communication	3
CMN4018	Interpersonal Communication	3
CMN4019	Mass Media	3
ETH4021	Foundations for Ethics	3
ETH4023	Worldview and Ethics	3
CMN4025	Communication Ethics	3
CMN4031	Business Communication	3
CMN4034	PR Event Planning	3
CMN4036	Principles and Concepts of Public Relations	3
CMN4037	Management	3
CMN4038	Public Relations Writing	4
CMN4040	Professional Presentations	3
CMN4051	Methods of Communication Research	4

Bachelor of Science in Communication Studies coursework can be completed in approximately 18 months.

Courses subject to change. Consult current catalog at nwc.edu/catalog for complete course descriptions.
Contact your FOCUS admission counselor at 651-631-5200 for more information.

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CMN4013 Concepts of Communication 3 cr
An introduction to the various dimensions of human communication and communication theory. Topics include interpersonal, intercultural, group, and mediated communication.

CMN4015 Communication Theory and Practice 4 cr
An examination of the theories of human communication, beginning with its origins in classical rhetorical theory and progressing through the wide variety of communication theories developed during the 20th century.

CMN4017 Group Communication 3 cr
Group communication provides students with strategies for using theory and contemporary research findings to enhance group communication, group productivity, and member satisfaction. Using balance as a framework for looking at how groups work and "how to" work in groups, this course imparts students with tools for successful communication in groups with the ability to relate group communication theories, methods, and tools to group goals and member needs.

CMN4018 Interpersonal Communication 3 cr
This course examines the type of communication that happens when the people involved talk and listen in ways that maximize the presence of the personal. It is the quality of contact that emerges between people whenever they are willing and able to highlight in their speaking and listening aspects of what makes them human. Increasing our understanding of interpersonal communication can help us realize who we are and why we are that way, and who we are in relation to God and in relation to people. This course will give practical suggestions and skills that will help you communicate more effectively with family, friends, and co-workers.

CMN4019 Mass Media 3 cr
Mass communication and the new media technologies of cyberspace have become central to the psychological, social, and political realities of the human experience. This course examines the processes and cultural factors which shape the form, content, and consequences of communication through the major media, including books, newspapers, magazines, audio recordings, radio, television, film and new digital technologies.

CMN4021 Foundations for Ethics 3 cr
Students construct a value system for making ethical decisions based upon biblical principles. Attention is given to methods of interpretation and the application of biblical concepts.

CMN4023 Worldview and Ethics 3 cr
Students continue to develop their value systems with greater emphasis on the philosophical and theological foundations for ethics. Attention is given to the application of ethical principles to economic and political ideologies.

CMN4025 Communication Ethics 3 cr
Students address ethical issues, cases and values from a Christian perspective. Accountability in media business, government regulation, and human rights is covered in readings, classroom discussion and debates.

CMN4031 Business Communication 3 cr
This course examines the mechanics of business communications, including the study of grammar fundamentals, sentence structure, punctuation, vocabulary, and spelling. Basic writing, proofreading skills, and clear business English are stressed. Students are taught to draft and evaluate a variety of letters, e-mails, memos, and reports, as well as demonstrate oral presentation skills using PowerPoint.

CMN4034 PR Event Planning 3 cr
This course is designed to help students utilize principles and techniques of public relations to create, script, execute, and evaluate successful PR events. The class will emphasize both theory and practice, which will serve both the classroom experience and the world beyond the classroom.

CMN4036 Principles and Concepts of Public Relations 3 cr
The nature and role of public relations, activities of public relations professionals, and major influences which affect organizational behavior are all topics covered using a multi-disciplinary approach.

CMN4037 Management 3 cr
Students apply management principles and theory from a Christian perspective. Attention is given to organizational theory and methods for problem solving and other management concepts.

CMN4038 Public Relations Writing 4 cr
Learn to write basic public relations materials: media advisory, news release, fact sheet, pitch letter, feature story, photo news release, letter to the editor, press kit, press conference script and peripherals, and radio PSA script.

CMN4040 Professional Presentations 3 cr
Students build upon fundamental principles of effective speech preparation and delivery, applying them to professional contexts. Students use various PowerPoint presentation formats including sales, training, marketing, and reports to give formal presentations in class.

CMN4051 Methods of Communication Research 4 cr
A survey and analysis of the most commonly used methods of social science inquiry relating to the communication discipline. Both qualitative and quantitative methods are examined. Students engage in original research projects.

Optional: CMN4995 Communication Studies Internship 1–3 cr
(PQ: Junior/senior status, 4+ major courses completed, must be related to major, consent of faculty supervisor)